

## READ ALL ABOUT IT!

METRO, UK'S LEADING URBAN MEDIA BRAND,  
LAUNCHES ON THE IPAD IN NEWSSTAND



The successful Metro newspaper, a mobile commuter product offering bite-sized news and a stimulating pick-me-up to daily commuters, has extended its winning formula onto mobile and iPad® through its mobile vision. Metro's audience can now engage with the brand throughout the day via different mediums. Metro offers busy, on-the-move urbanites more news, sports, fashion, celebrity gossip and entertainment, more often and across more platforms.

### **Publishing Daily to the iPad**

With incredibly tight deadlines, newspapers work around the clock to deliver news as it happens. Their tablet content must be engaging, easy to navigate and deliver impactful images. Readers expect current news and there is no room for error.

So, when Metro needed a system that allowed them to publish the newspaper five days a week on the iPad, they turned to App Studio. Jamie Walters, Executive Director Digital at Metro explains, "We have always used InDesign to produce our news, and we wanted a tablet publishing partner who could fit in with our current process and workflow. App Studio's plug-in-based solution allowed us to expand our publishing cycle for the tablet, rather than having to reinvent the wheel."



Previously Metro had produced a PDF solution, which was limited in functionality and features. When deciding to relaunch on the iPad, Metro was chosen as an Apple Newsstand launch partner therefore the product had to look and feel superior to anything else. It also had to deliver great functionality on time, every day.

Walters says, "On a daily basis the efficiency of the production is critical. The app is produced alongside the print version, but the content is not automatically taken from the newspaper layouts. We have invested in putting a team in place to deliver this on a daily basis, as you just do not get the same quality with an automated process. In such a competitive marketplace, quality is key and we have sourced a solution that allows us to customise a bespoke product. Metro is always looking to innovate in the mobile arena and provide tech-savvy urbanites with relevant and engaging digital products for their busy lives."

### The Results Speak for Themselves

The tablet app has enjoyed huge success since its launch receiving nearly 500,000 downloads in little over six months. It also recently won the 2012 Newspaper Awards, Best Newspaper App. With almost 200,000 active subscribers, the app has gone from strength to strength in attracting readers on the move.

"We are thrilled with the results so far," says Walters. "Usage levels are fantastic and it has exceeded our expectations. We had high hopes for this and have realised how well Newsstand works for us. Initially we did not think Newsstand was going to have free products, but then they

approached us about being a launch partner and we leapt at the opportunity."

### Ready for Its Urbanite Audience of Morning Commuters

Because Metro is a daily newspaper, Newsstand is a great fit. One of the issues for Metro is when to download it. The best time to do this is obviously overnight.

With the Newsstand feature, Metro's new editions are beamed to the app between three and five in the morning, ready for the morning commute.

As the app delivers current daily news, it has to be very user friendly. Users can scroll the news items quickly in an order that is easy to navigate, and the interactivity includes news videos, film trailers, and music clips as added extras. There is also an iPad exclusive 'Window on the World' photo gallery for users to enjoy.

The easy-to-use format consists of colour-coded content that is quickly searchable. Specific items can be selected chronologically or by skimming headlines and images, making the whole experience a very visual one. This simplicity works for Metro.

### It Pays to Advertise

Not only has Metro seen such great success as shown through its exploding download figures, but they have also seen a huge increase in revenue from advertising. Click-through rates from full page adverts are at 15-20% which is an exceptionally high response rate.



These adverts are created in InDesign and HTML5, which are supported by App Studio, making it easier for advertisers to produce the stimulating and relevant brand messages in which consumers are interested. This revenue is crucial to the ongoing success of Metro, and by using App Studio it is easier to port the news content and advertising onto other tablet devices over time.

“WE HAVE ALWAYS USED INDESIGN TO PRODUCE OUR NEWS, AND WE WANTED A TABLET PUBLISHING PARTNER WHO COULD FIT IN WITH OUR CURRENT PROCESS AND WORKFLOW. APP STUDIO’S PLUG-IN-BASED SOLUTION ALLOWED US TO EXPAND OUR PUBLISHING CYCLE FOR THE TABLET, RATHER THAN HAVING TO REINVENT THE WHEEL.”

— JAMIE WALTERS, EXECUTIVE DIRECTOR DIGITAL AT METRO



## ABOUT APP STUDIO

App Studio is the next generation digital publishing solution that uses HTML5 to push the bounds of user experience without the high cost and effort associated with custom app development. By combining the market-leading HTML5 technology from the recent acquisition of PressRun with Quark’s existing digital publishing technology, App Studio is the only digital publishing solution that allows users to create branded content apps using QuarkXPress, InDesign, HTML5, and XML. Through a managed cloud environment, designers, authors, and extended teams are able to collaborate to create rich, interactive content that can be delivered across multiple platforms and devices.

Get started for free at [www.AppStudio.net](http://www.AppStudio.net)

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